

## CLAIMS

What is claimed is:

1. A system that facilitates building a profile comprising:  
at least one input component that receives user annotations regarding user perceptions about a current computer-based interaction; and  
a profile component that populates a profile of the user with the user annotations.
2. The system of claim 1 is part of a web browser.
3. The system of claim 1 is part of a search engine.
4. The system of claim 1, the input component comprising a plurality of semantic-centric input components that reflect context of the current computer-based interaction.
5. The system of claim 4, the semantic-centric input components respectively are UI buttons.
6. The system of claim 4, further comprising an extraction component that analyzes a web page and that extracts semantic components of at least portions of the web page.
7. The system of claim 1, further comprising a profile review component that allows the user to review and/or edit the profile.
8. The system of claim 1, further comprising an inference component that makes declarations on behalf of the user.

9. The system of claim 8, the inference component comprising at least one of: a support vector machine (SVM), a naïve Bayes model, a Bayesian network, a decision tree, a Hidden Markov Model (HMM), neural network, data fusion engine.
10. The system of claim 8, the inference component comprising a classifier.
11. The system of claim 8, the inference component inferring when to make a declaration on behalf of the user.
12. The system of claim 1, further comprising a privacy-preserving searching component that allows the user to search for others who have a similar profile as the user.
13. The system of claim 1, wherein dissemination of at least a portion of the user profile is selective and controlled by the discretion of the user.
14. The system of claim 1, the user profile comprising information relating to opinions, expertise, and experiences of the user, the profile being created by the user in a passive manner.
15. The system of claim 1, the computer-based interaction is viewing any one of a web page, a web site, and search results.
16. A method that facilitates creating user profiles comprising:  
providing one or more input components that receive at least one user annotation regarding a user's perceptions about a current computer-based interaction; and  
annotating a user profile with the user's perceptions.
17. The method of claim 16, further comprising selecting one or more input components that reflect the user's perceptions about the computer-based interaction.

18. The method of claim 16, the one or more input components are provided on a user-interface.
19. The method of claim 16, the one or more input components are semantic-centric input components that reflect context of the current computer-based interaction.
20. The method of claim 19, further comprising:  
analyzing a web page; and  
extracting one or more semantic components of at least a portion of the web page.
21. The method of claim 20, further comprising morphing the one or more input components based at least in part upon the semantic components in an automatic fashion.
22. The method of claim 21, the morphing of the one or more input components based at least in part upon user behavior with respect to movement of a pointer device.
23. The method of claim 22, the pointer device comprising a mouse.
24. The method of claim 20, the semantic components extracted from the web page being based at least in part upon declarations previously annotated to the user profile by the user.
25. The method of claim 16, further comprising at least one of reviewing or editing the user's profile by the respective user.
26. The method of claim 16, annotating the user's profile is performed implicitly by the respective user.

27. The method of claim 16, annotating the user's profile is performed by an inference component inferring the user's perceptions on behalf of the user.
28. A method that facilitates conveying information about a user to others comprising:  
browsing information stored on an electronic medium;  
selectively making at least one declaration about at least a portion of the information being browsed;  
annotating a user's personal profile with the at least one declaration; and  
selectively sharing the user's personal profile with the others.
29. The method of claim 28, wherein the user is browsing a web page and concurrently makes declarations regarding the user's perceptions with respect to the web page.
30. The method of claim 28 performed at least in part by a web browser.
31. A data packet adapted to be transmitted between two or more computer processes facilitating conveying user profiles among users in a privacy-controlled manner, the data packet comprising information associated with browsing information stored on an electronic medium; selectively making at least one declaration about at least a portion of the information being browsed; annotating the user's personal profile with the at least one declaration; and selectively sharing the user's personal profile with the others.
32. A computer-readable medium having stored thereon the following computer executable components:  
at least one input component that receives user annotations regarding user perceptions about a current computer-based interaction; and  
a profile component that populates a profile of the user with the user annotations.

33. A system that facilitates creating user profiles comprising:  
a means for providing one or more input components that receive at least one user annotation regarding a user's perceptions about a current computer-based interaction; and  
a means for annotating a user profile with the user's perceptions.
34. The system of claim 33, further comprising:  
means for analyzing a web page;  
means for extracting one or more semantic components of at least a portion of the web page; and  
means for morphing the one or more input components based at least in part upon the semantic components in an automatic fashion.
35. A system that facilitates conveying information about a user to others comprising:  
means for browsing information stored on an electronic medium;  
means for selectively making at least one declaration about at least a portion of the information being browsed;  
means for annotating the user's personal profile with the at least one declaration; and  
means for selectively sharing the user's personal profile with the others.